DOCUMENT RESUME

ED 176 351 CS 502 621

TITLE Mass Communication: Abstracts of Doctoral Dissertations Published in "Dissertation Abstracts International," January through June 1979 (Vol. 39 Nos. 7 through 12).
INSTITUTION ERIC Clearinghouse on Reading and Communication Skills, Urbana, Ill.
PUB DATE 79
NOTE 18p.

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS Adolescents; Behavior; Broadcast Industry; Cable Television; Childhood Attitudes; Children; *Childrens Television; Doctoral Theses; Elementary Secondary Education; Foreign Countries; *Media Research; Mythology; Programing (Broadcast); *Radio; Social Discrimination; Television; *Television Commercials; *Television Research; *Television Viewing
IDENTIFIERS *Advertising

ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 29 titles deal with a variety of topics, including the following: the mythology underlying television advertising; the ethnicity of television commercials; the impact of television food commercials on young children; comparative media effectiveness in an evangelistic campaign; media policies in 16 Asian countries; media use and preference of the elderly television viewer; the relationship between television viewing, achievement, IQ, and creativity; the transfer of psycholinguistic principles to the study of screen media; adolescent involvement with television characters; the development of radio and television in Denmark; analysis of subscriber reaction to cable television public access programing in New York City; application of cognitive style as a predictor of recall, information salience, and attitudes toward television commercials; discriminatory television advertising; children's impressions of television characters; public radio in Colorado; the influence of television on children's conceptions about occupations, on their reading readiness and potential literacy, and on their aggressive behavior and socialization; broadcast sales training in higher education; and the history and development of cable television in Baltimore County, Maryland. (MKM)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED176351

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

Mass Communication:

Abstracts of Doctoral Dissertations Published in Dissertation Abstracts International, January through June 1979 (Vol. 39 Nos. 7 through 12)

Compiled by the staff of the

ERIC Clearinghouse on Reading and Communication Skills

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

University Microfilms International

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

CS502621

The dissertation titles contained here are published with permission of the University Microfilms International, publishers of Dissertation Abstracts International (copyright © 1979 by University Microfilms International), and may not be reproduced without their prior permission.

This bibliography has been compiled as part of a continuing series designed to make information on relevant dissertations available to users of the ERIC system. Monthly issues of Dissertation Abstracts International are reviewed in order to compile abstracts of dissertations on related topics, which thus become accessible in searches of the ERIC data base. Ordering information for the dissertations themselves is included at the end of the bibliography.

Abstracts of the following dissertations are included in this collection:

Blechman, Robert Kim
MYTH AS ADVERTISING: AN ANALYSIS OF PRIME TIME AMERICAN TELEVISION ADVERTISING USING A STRUCTURAL METHODOLOGY BASED ON THE THEORIES OF CLAUDE LEVI-STRAUSS

Browne, Louis Alban
MONOETHNICITY, MULTIETHNICITY AND THE TELEVISION COMMERCIAL: A CRITICAL ASSESSMENT

Burns, Timothy Matthew
THE IMPACT OF TELEVISION FOOD COMMERCIALS ON YOUNG CHILDREN

Caillouet, Larry Martin
COMPARATIVE MEDIA EFFECTIVENESS IN AN EVANGELISTIC CAMPAIGN: A SURVEY OF COMMUNICATION IN THE CAMPAIGN FOR CHRIST

Cheng, Jei-Cheng
MEDIA POLICIES AND NATIONAL DEVELOPMENTAL CHARACTERISTICS OF SIXTEEN ASIAN COUNTRIES

Cheng, Mu-Lan Hsu
MEDIA USE AND PROGRAM PREFERENCE OF THE ELDERLY TELEVISION VIEWER

Childs, John Hansen
TELEVISION VIEWING, ACHIEVEMENT, IQ, AND CREATIVITY

Corcoran, Farrel John
AN EXPERIMENTAL INVESTIGATION OF THE TRANSFERABILITY OF PSYCHOLINGUISTIC PRINCIPLES TO THE STUDY OF THE SCREEN MEDIA

Durall, Jean A.
ADOLESCENT INVOLVEMENT WITH TELEVISION CHARACTERS AND DIFFERENTIAL ATTRIBUTION STRATEGIES

Eubanks, Robert Eugene
AN ANALYTICAL-DESCRIPTIVE-HISTORICAL STUDY OF THE DEVELOPMENT OF RADIO AND TELEVISION IN DENMARK

Flatt, Larry Wayne
TELEVISION IN THE LIVES OF OLDER ADULTS

Goss, Patricia Bellamy
A POLICY ANALYSIS OF SUBSCRIBER REACTION TO CABLE TELEVISION PUBLIC ACCESS PROGRAMMING IN NEW YORK CITY

Hadley, Roger Henderson
APPLICATIONS OF COGNITIVE STYLE AS A PREDICTOR OF RECALL, INFORMATION SALIENCE, AND ATTITUDES TOWARD TELEVISION COMMERCIALS

Hoffman, Mark Leslie
REMEDIAL ALTERNATIVES AND LEGAL CHALLENGES TO DISCRIMINATORY TELEVISION ADVERTISING

Hong, Kisun
DEVELOPMENTAL ASPECTS OF CHILDREN'S IMPRESSION FORMATIONS OF TELEVISION CHARACTERS

Hurt, William Earl
PUBLIC RADIO IN COLORADO: A DESCRIPTIVE STUDY WITH RECOMMENDATIONS FOR FUTURE GROWTH AND DEVELOPMENT

Jeffries-Fox, Suzanne Kuulei
TELEVISION'S CONTRIBUTION TO YOUNG PEOPLE'S CONCEPTIONS ABOUT OCCUPATIONS

Lichtenstein, Allen
THE PERCEIVED SOCIAL CLASS AND PUBLIC TELEVISION USE: A STUDY OF THE EFFECT OF CULTURAL REFERENCE GROUPS ON AUDIENCE BEHAVIOR

Lin, Nien-sheng
MASS MEDIA AND NATIONAL DEVELOPMENT IN CHINA

McCleary, Robert Francis
HISTORY AND DEVELOPMENT OF CABLE TELEVISION IN BALTIMORE COUNTY, MARYLAND

McCorkle, Suzanne
THE LANGUAGE OF THE SATURDAY MORNING GHETTO: A CONTENT ANALYSIS OF THE VERBAL ENVIRONMENT AND VERBAL AGGRESSION IN SATURDAY MORNING PROGRAMMING

MacKinnon, Colin Frederick
THE INFLUENCE OF TELEVISION ON THE READINESS AND POTENTIAL LITERACY OF PRE-SCHOOL CHILDREN

Miller, Matthew Mark
TELEVISION AND SOCIALIZATION ON PROSOCIAL AND ANTISOCIAL BEHAVIOR

Park, Ben Kimball
THE INFLUENCE OF THE STRUCTURAL CHARACTERISTICS OF THE TELEVISION IMAGE ON HUMAN COMMUNICATION IN INTERACTIVE TELEVISION

Potter, Paul Eugene
ATTITUDES OF THE TEXAS FILM INDUSTRY TOWARD FILM STUDIES CURRICULUM IN TEXAS INSTITUTIONS OF HIGHER LEARNING

Reynolds, Jean Ellen
AN ASSESSMENT OF VARIABLES ASSOCIATED WITH TELEVISION VIEWING AND THEIR INFLUENCE ON AGGRESSIVE BEHAVIOR OF THIRD GRADE CHILDREN

Smith, George Edward
BROADCAST SALES TRAINING IN HIGHER EDUCATION, A NATIONAL SURVEY OF COMMERCIAL RADIO SALES MANAGERS

Valdez, Armando
SOCIALIZATION INFLUENCES OF TELEVISION COMMERCIALS ON PRESCHOOL-AGE CHILDREN

Vanden Bergh, Bruce Gerard
A COMPARATIVE EFFECTS STUDY OF ADVERTISING PUFFERY: AN EXPERIMENT

MYTH AS ADVERTISING: An Analysis of Prime Time American Television Advertising Using a Structural Methodology Based on the Theories of Claude Levi-Strauss

Order No. 7911227

BLECHMAN, Robert Kim, Ph.D. New York University, 1978. 235pp.

The purpose of this study was to determine whether there is an underlying structure in the advertisements of prime time American television. A methodology based on the theories of the Structural Anthropologist Claude Levi-Strauss was applied to a sample of television advertisements in order to determine whether that artifact of American culture was similar to the systems of mythology of other cultures.

Television advertisements from each of the major networks (WABC-Channel 7, WCBS-Channel 2 and WNBC-Channel 4) in New York City were recorded on half-inch video tape using a Panasonic 3130 video recorder. The resulting video tapes were then transcribed using the 3130's ability to play each advertisement in slow motion. A total of 180 different advertisements were transcribed in parallel columns for the audio and video portions. These transcripts were then analyzed according to a structural methodology adapted from the writings of Levi-Strauss.

Of the total sample of advertisements, forty-five are presented in this study to demonstrate the structural similarities between them. Seemingly disparate examples are shown to contain identical underlying structures, and to conform to the patterns of a single over-all set of rules of transformation and presentation. It is shown that the elements of television advertising are assigned values and meanings based on their relative position with a Nature/Culture opposition. Furthermore, it is shown that women in advertising function in a manner similar to the Trickster figure in traditional mythology, and that the structure of advertising conforms to Levi-Strauss's description of the structure of primitive mythic systems.

MONOETHNICITY, MULTIETHNICITY AND THE TELEVISION COMMERCIAL: A CRITICAL ASSESSMENT

Order No. 7913865

BROWNE, Louis Alban, Ph.D. State University of New York at Buffalo, 1979. 110pp.

This study assesses the monoethnic and multiethnic nature and characteristics of television commercials aimed at the Afro-American audience. Specifically, it seeks to establish whether or not selected commercials can be classified as conforming to a black meta-theory of communication paradigm modified to determine the essential "blackness", or black values and attitudes, in commercials. The meta-theory consists of four categories: Frame of Reference, Presentational Form, Structure, and Context. Each of these elements was divided into bi-polar categories. Frame of Reference was classified as either style or straight; Presentational Form was classified as informal or formal; Structure was classified as vernacular and non-vernacular; and Context was classified as representative or non-representative.

Ten commercials with Afro-American characters were randomly selected after forty-eight hours of television monitoring over six consecutive days on ABC,- CBS,- and NBC-affiliated stations in Buffalo, New York. The remaining three were selected by the author in Houston, Texas. Three judges evaluated the commercials based on the meta-theory paradigm. The incidence of agreement among the judges was exceptionally high. Among the ten randomly-selected ads four contained all black participants. Two of these the judges concluded were low in black content, one high, and one mixed. The other six, with black and white participants, were generally determined to be low in black content. In the author-selected group two were evaluated as being high in "blackness." The third received a mixed rating.

This study indicates that the symbolic character of a commercial indicates its degree of monethnicity or multiethnicity. It also is apparent that some of the determinants can be isolated, hence promising facilitation for improvement of the communicative content.

THE IMPACT OF TELEVISION FOOD COMMERCIALS ON YOUNG CHILDREN

Order No. 7902081

BURNS, Timothy Matthew, Ph.D. The Ohio State University, 1978. 208pp.

The object of this study was to investigate television food commercials directed to young children. More specifically, the study concentrates on three distinct areas: (1) a content analysis of food commercials that assesses the reliance upon ten attributes of Product Data and Sales Persuasion Techniques; (2) a test of four- and six-year old children's familiarity with product appearance/shape, product packaging, and the jingle/slogan used in five particular cereal commercials; and (3) parent-child interaction that results from children seeing certain cereals advertised in television commercials and then requesting their parents to purchase the cereals.

Television food commercials that aired during a three-hour period (8:00–11:00 A.M.) on July 3, 1976, in Columbus, Ohio were videotaped and then analyzed individually to determine the reliance upon ten attributes in each commercial. Then a pilot study was conducted in Pasadena, California which measured children's familiarity with all cereal products advertised. A decision was made to focus on only those cereal commercials which were the most familiar to the four- and six-year-old subjects. The data indicated that the five most familiar cereal products were: Cheerios, Frosted Flakes, Lucky Charms, Raisin Bran, and Rice Krispies. Using this information along with procedures which were altered because of problems in soliciting data from young children in the pilot study, tests of familiarity were conducted with the product sample, the packaging, and the jingle/slogan for each of the five cereals selected from the pilot study. Four- and six-year-old subjects were shown samples of the five products, packagings, and jingles/slogans. Familiarity (recognition) was determined simply by "yes/no" responses. In the final study, parents of the subjects who participated in the tests of familiarity were asked to respond to two statements on a questionnaire, namely, (1) My child has requested me to purchase these cereals, and (2) I have purchased these cereals as a result of my child's request for them. Data from this study were compared with the attributes of Product Data and Sales Persuasion Techniques in the first study to determine if there was a relationship between the attributes within the commercials themselves and the purchases that parents made.

The chi square distribution was used to analyze the data in the tests of familiarity and the .05 level of significance was used throughout the investigation.

Results of this investigation indicated that for the total number of commercials analyzed in the content analysis, there was little variability between reliance on attributes of Product Data and Sales Persuasion Techniques. However, significant variability did occur among the attributes within each category. In the tests of familiarity with the products, the packaging, and the jingles/slogans, the data indicated definite variability among the three indices as well as between the responses of four- and six-year-old subjects. The data did not, however, indicate that there is correlation between the three measures of familiarity and the ten attributes of Product Data and Sales Persuasion Techniques. The study which investigated parent-child interaction resulting from young children requesting parents to purchase cereals which they had seen advertised on television, yielded data which indicated little variability among the five cereals in either the children's requests for their parents to purchase the cereals, or the parents actual purchases of the cereals. A major finding in this investigation was the fact that of the three indices of familiarity explored in this study, jingles/slogans were most consistently recognized by both four- and six-year old subjects suggesting that this is a most effective aspect of television food commercials aimed at young children.

COMPARATIVE MEDIA EFFECTIVENESS IN AN EVANGELISTIC CAMPAIGN: A SURVEY OF COMMUNICATION IN THE CAMPAIGN FOR CHRIST Order No. 7913402

CAILLOUET, Larry Martin, Ph.D. University of Illinois at Urbana-Champaign, 1978. 165pp.

The primary purpose of this research project was to determine which communication media are most effective in an evangelistic persuasive campaign. Effectiveness was conceived in terms of degree of exposure, informativeness, and influence toward attendance at the preaching services of the campaign. The six media included in the comparison were (1) billboards, (2) newspapers, (3) radio, (4) television, (5) organizational media, and (6) interpersonal media. Two secondary objectives of this project were to determine whether the media which are most informative for a religious event differ from the most informative media for a non-religious, non-political event and to determine which characteristics distinguish respondents to an evangelistic campaign (attenders) from non-respondents. Fifteen trained volunteer interviewers conducted 488 telephone interviews with residents of Madison County, Alabama, during the week following the Campaign for Christ, an evangelistic event sponsored by the Churches of Christ in north Alabama during March 26-30, 1975.

The following were major findings: (1) For non-Church of Christ members (N-COC), the media with highest exposure, in descending order, were newspapers, television, and interpersonal media. For Church of Christ members (COC) the media with highest exposure were television, friends, church, and family. (2) For N-COC, television was clearly the most informative medium, followed by newspapers, friends, and radio. For COC, church, television, friends, and newspapers were each highly informative. (3) For N-COC, friends, television, and family were the most influential media. For COC, church was the major influence. Family, television and friends were also influential. (4) Non-Church of Christ members showed a strong tendency to depend on the same media for information about the Campaign for Christ as for an entertainment event, the Holiday on Ice. This was not true for Church of Christ members. (5) For N-COC, the most important predictor characteristics of attendance were information received from friends, information from billboards, and education. For COC, the most important predictors were frequency of church attendance, personal attitude toward the campaign, information from family, and information from church.

These results indicate that in an evangelistic campaign, the mass media, especially newspapers and television, are the most effective media in terms of exposure and informativeness. However, in terms of influence, interpersonal media are the most effective.

MEDIA POLICIES AND NATIONAL DEVELOPMENTAL CHARACTERISTICS OF SIXTEEN ASIAN COUNTRIES Order No. 7902094

CHENG, Jei-Cheng, Ph.D. The Ohio State University, 1978. 131pp. Advisers: Professor Thomas A. McCain, Professor Victor D. Wall, Jr.

This study was an attempt to investigate empirically the media policies of 16 Asian countries based on the analysis of their national aggregate data, and further to explore the possible relationships between media policies and national developmental characteristics in Asia. Five research questions were developed to guide this research: 1. How can the Asian countries be clustered and described in terms of their media policies? 2. What media policies typify each of the clustered countries? 3. What media policies differentiate the clusters of the countries? 4. Do the countries clustered differently based on the media policies also differ significantly in terms of their developmental characteristics? 5. What types of media policies tend to relate significantly to what developmental characteristics?

Twenty indicators were chosen to depict patterns of media policies: media development, media freedom, media content, and media ownership. National developmental characteristics were represented by six indicators: per capita GNP, the change of per capita GNP, income distribution, political freedom, physical quality of life, and the extent of urbanization. Sixteen Asian countries were then selected on the basis of the availability of their national aggregate data for the indicators established.

The national aggregate data from 1970 to 1975 were collected when available, and they were then Q factor analyzed. The results of the oblique rotation were analyzed and interpreted. The countries loading significantly on each of the extracted factors were then taken into account for analysis of variance. Multiple correlation was further used as a method to explore the relationships between media policies and developmental characteristics.

The major findings of the study were as follows:

1. Three factors representing three types of media policies emerged. Overall, Asian countries were similar to a great extent in most aspects of media policies.

2. One country type identified was the television-oriented country, which was best typified by their much greater similarities in the length of television broadcasting and less similar in their annual newsprint consumption. The second country type was non-television country which consisted mainly of non-television countries. The third country type was the newsprint country since they were factored together primarily because they shared greater similarities in two newsprint-related indicators.

3. Three types of Asian media policies were distinguished from one another by three dominant indicators: hours of annual television broadcasting, the average and the change of annual newsprint consumption.

4. The three country types were significantly different in their per capita GNP and the extent of urbanization. They were not significantly different in their income distribution, freedom, and physical quality of life. The newsprint country had the highest development level.

5. The level of media development had significant relationships with national developmental characteristics except income distribution, and political freedom. The broadcasting content, media freedom and television ownership were also significantly related to some indicators of developmental characteristics.

Implications of the findings and future research suggestions were discussed.

MEDIA USE AND PROGRAM PREFERENCE OF THE ELDERLY TELEVISION VIEWER Order No. 7902095

CHENG, Mu-Lan Hsu, Ph.D. The Ohio State University, 1978. 239pp. Adviser: Professor Robert R. Monaghan

The purpose of this research is to explore the elderly's viewing preferences when utilizing commercial television. The specific statements of problem include: (1) How do older Americans use commercial television and radio today? (2) What are the information needs and interests of the aged? (3) To what degree do commercial television and radio meet these interests and needs? (4) How could commercial television and radio meet these interests and needs? and (5) What are the appeals or constructs which describe the elderly in terms of preferences for ideal programming?

To answer the first four questions, a survey with personal interviews was conducted among a total of 290 subjects aged 62 or over who resided in private homes, state-supported retirement institutions, and private senior citizen housing institutions in Columbus, Ohio. Of those interviewed, 70 were males and 220 females.

The results from the survey indicated that the elderly relied on the broadcast media extensively to deal with our society and the world. Their consumption of television was relatively higher than that of radio. As to viewing time preference evening (7:00 p.m. – 10:59 p.m.) was chosen as the most popular time segment for the elderly to watch television, whereas early morning (6:00 a.m. – 8:59 a.m.) was the most popular for listening to radio. The seniors interviewed seemed to derive at least moderate enjoyment from all television program types except poorly written day-time dramas, detective shows, and programs judged violent and obscene. Older people found the

greatest pleasure from music, news and public affairs on radio while phone-in talk shows were considered the least enjoyable. As to information needs, a great number of the seniors pointed out that the information of health care and medicine as extremely important. They indicated that information offered over radio and television about health, pension/government program, services/activities for the elderly, and education for retirement has been inadequate.

To answer the last research question, 36 hypothetical television programs based upon the results of the survey and the programming appeals for general audience were generated in a Q analysis. A total of 30 subjects, drawn from the survey sample, were employed. The results of the Q analysis showed that five types of viewer existed among the elderly. The five elderly viewer types included the Comedy Viewer, the Pragmatist Viewer, the Detached Participator Viewer, the Other-Directed Viewer, and the Transitional Viewer.

TELEVISION VIEWING, ACHIEVEMENT, IQ, AND CREATIVITY Order No. 7911886

CHILDS, John Hansen, Ed.D. Brigham Young University, 1978. 115pp. Chairman: Callis R. Harms

It was the purpose of this study to determine if there was a relationship between commercial television viewing and the academic, IQ and creativity scores of second and sixth grade students at Naples Elementary School. The findings indicate a significant negative relationship between the hours of viewing commercial television and (1) math and reading scores of second grade students, (2) math, reading and language usage scores of second grade girls, (3) reading scores of sixth grade girls. There was a significant positive relationship between (1) hours of viewing commercial television and the originality scores of second grade boys, (2) number of hours viewed by second and sixth grade students and the number of hours viewed as perceived by their parents, (3) math scores of girls in second and sixth grade who viewed ten hours or less than those who viewed thirty hours or more, and (4) math scores of girls in the second and sixth grades who viewed twenty to thirty hours and those who viewed over thirty hours of commercial television.

AN EXPERIMENTAL INVESTIGATION OF THE TRANSFERABILITY OF PSYCHOLINGUISTIC PRINCIPLES TO THE STUDY OF THE SCREEN MEDIA Order No. 7901067

CORCORAN, Farrel John, Ph.D. University of Oregon, 1978. 122pp. Adviser: Dr. William R. Elliott

A semiotic approach to the analysis of communication through the screen media may be a way to direct a systematic enquiry into a range of ordered problems concerning how we understand mediated messages. The adoption of a linguistic model, on which a semiotic approach is based, presents some difficulties, because of the difference between natural languages and vidistic codes. However, the possibility of discovering a grammar which controls the processing of mediated messages can be based on the techniques of taxonomic linguistics.

The first task in constructing a grammar of the invariant features of film and video is the isolation of the minimal unit of such a grammar. Film-making tradition suggests the shot as the unit, but there is no proof that it has any psychological reality, that is, that it is a unit in the perceptual analysis of a message by a viewer. Psycholinguistics suggests a way of testing whether the shot has a high psychological coherence: An interfering stimulus introduced into a speech sequence is mislocated by subjects if it occurs within a grammatical unit which resists interruption from extraneous signals. This method has been successfully used to demonstrate the psychological reality of generative grammar. Its adaptation to vidistics does not presuppose the existence of a grammar but rather is used to examine the minimal unit of such a grammar.

An experiment was designed to test the transferability of the method to television. Shots were distinguished from each other in terms of camera-to-subject distance, this being one of the most salient characteristics of television shots. Flashes of white light were inserted into sequences of shots in the following four ways: in a close-up which was followed by a medium shot, and in a close-up which was followed by a long shot; at the boundary of a close-up and a medium shot, and at the boundary of a close-up and a long shot.

The resulting experimental design was a 2 x 2 latin square in which two groups of subjects were exposed to sequences which had flashes either in or between shots. The shots had two levels of abruptness of change. Sixty-one subjects were run individually. It was hypothesised, based on psycholinguistic theory, that (1) within-shot flashes would be subjectively displaced to shot boundaries, and (2) between-shot flashes would be located with a high degree of accuracy. Neither hypothesis was supported. Reasons for the failure of psycholinguistic principles to transfer to screen media probably are grounded in differences between the visual and the auditory perceptual systems.

ADOLESCENT INVOLVEMENT WITH TELEVISION CHARACTERS AND DIFFERENTIAL ATTRIBUTION STRATEGIES Order No. 7822250

DURALL, Jean A., Ph.D. The University of Wisconsin–Madison, 1978. 242pp. Supervisor: Professor Steven H. Chaffee

This was an exploratory study focusing on adolescent involvement with television characters, attributions about the causes of television character's behavior, and their relationship. Involvement was conceptualized as two mutually exclusive levels: recognition, or feeling that you know the character; and, identification, or wanting to be like the character. Attributions were considered as ascribing causation to either factors in the person (dispositional) or to factors in the situation. It was predicted that recognition should lead to more situational attributions while identification would produce more dispositional attributions. Other variables were grade of subject (sixth or tenth), sex of subject, sex of television character, and, either adult or adolescent status of the TV characters.

Data were collected in personal interviews with 82 sixth graders and 68 tenth graders drawn from a probability sample of students attending two area middle and high schools. Interviewing was conducted by advance undergraduate and graduate students enrolled in a research methods course. Questioning focused on three specific situation comedy programs: Happy Days, One Day at a Time, and Welcome Back Kotter.

The general findings indicate that involvement, at least with situation comedy characters, is not very extensive. The recognition aspect of involvement, or feeling that you know the character, is more generalized than is identification, or wanting to be like the character. The most striking finding was the strong indication that these two aspects of involvement are not independent, as theorized, but that recognition is a necessary condition for identification. There was some support for grade and sex differences in both identification and recognition but these were not substantial except in the case of same-sex and cross-sex identification.

Considering the attribution measures alone, the evidence which emerged was more speculative. There was no indication of any relationship between measures of attribution across different television shows although there was some tendency for similarity between characters from the same show. A second finding was that, in general, attributions about television characters refer more to situational factors than to personal qualities. Much of the analysis and discussion surrounding the attribution measured involved different attempts to establish the reliability and validity of those measures and the associated findings.

Little evidence for a significant relationship between level of involvement and type of attribution was found. There was some indication of a positive relationship between recognition and situational attribution but this trend was reversed for two of the six characters studied. In general, the results reflect more heavily on the separate concepts of involvement and attribution rather than on any relationship between the two.

AN ANALYTICAL-DESCRIPTIVE-HISTORICAL STUDY OF THE DEVELOPMENT OF RADIO AND TELEVISION IN DENMARK

Order No. 7902596

EUBANKS, Robert Eugene, Ph.D. The Pennsylvania State University, 1978. 203pp. Adviser: Harold E. Nelson

This study has as its major concerns: the development of the management and authority structure by which Danish broadcasting operates; the development of programming and the changes which have taken place in the programming structure of radio and television; and the forces which have exerted an influence in bringing about change in the broadcasting system in Denmark.

Danish broadcasting was given direction in its beginning by a few men who placed primary emphasis on the artistic elements of the culture. The philosophy of Danish broadcasting has been that the cultural level of the masses must be raised by the programming of the media. The last 20 years has seen a movement away from this basic assumption in the direction of fulfilling the demands for more light entertainment desired by the general public. This movement took place as less control over programming was exerted by the person in charge of the day-to-day operation of the service.

Several forces have been at work to bring about change within the system and the structure by which it is controlled. In the early years of the system's development the listeners who had formed clubs to encourage broadcasting had a strong influence on programming and operation. The influence of the clubs diminished as the political power structure recognized the potential of broadcasting for bringing change in the society and, therefore, extended through legislation, its ability to influence the direction of the system. Although the political party in power has been able to bring change in structure, it has not been able to control utilization of the media by opposing political groups. The charismatic quality of party leaders on television has proven an advantage to new and small political groups and has brought about major realignment of party power.

The growth of outside programming is a major factor in the changes which have taken place. Danmarks Radio, unable to produce more of its own programming because of budget and available talent, has turned to outside sources to fill the gap created by demands for more and varied programs. There are strong indications that the amount of outside programming is a major factor in creating dissonance within the society.

This study indicates that there is a need for further research in the areas of: audiences for competing programming; the influence of the media in specific areas of cultural change; and the political values and commitment of the individuals who are appointed to represent the various cultural and societal groups on the Radio Council.

TELEVISION IN THE LIVES OF OLDER ADULTS

Order No. 7903902

FLATT, Larry Wayne, Ph.D. University of Missouri – Columbia, 1978. 149pp. Supervisor: Dr. Arni T. Dunathan

Purpose

The general purpose of this study was to expand the present knowledge about older adults in the Senior Citizen Centers sponsored by The Salvation Army in Tulsa, Oklahoma. The study was specifically designed to provide information about television as an environmental factor affecting the older adult population in The Salvation Army Senior Citizen Centers in Tulsa, Oklahoma.

Method

The sample for this study consisted of one thousand older adults who were randomly selected from participants of the Centers. An instrument was designed to collect data about television in the lives of older adults and distributed to each participant through the Center Directors. The data secured from the instrument were coded and key punched for analysis by the University of Missouri Computer Center. The Statistical Package for Social Sciences was utilized for frequency counts and mean scores relative to the research questions.

Conclusions

The results of this study showed that the population preferred to watch concrete and non-fictional television programs; they felt that television violence exemplifies crime in the cities; they felt that the roles on television portrayed by older adults were not major roles and that there is a need for more major adult roles in television programs. The population did not consider current television programming as satisfactory. Current television programming was not meeting the needs and interests of the older adults. Older adult males preferred to watch television from 6:00 p.m. until midnight, and older adult females preferred to watch television from noon until 3:00 p.m. Most of the older adults agreed that television fulfills a companionship role, however, those who were married disagreed. Older adults in the population who were single or widowed agreed that television fulfilled a companionship role, as did those in fair or poor health.

Recommendations

Television programming should be changed to better serve the needs and interests of older adults. Participatory training programs should be established to help older adults understand how television may affect their lives, and studies should be conducted to determine the impact of television programing on the older adult population.

A POLICY ANALYSIS OF SUBSCRIBER REACTION TO CABLE TELEVISION PUBLIC ACCESS PROGRAMMING IN NEW YORK CITY

Order No. 7911241

GOSS, Patricia Bellamy, Ph.D. New York University, 1978. 153pp. Chairman: Professor Terence P. Moran

The ability of cable television systems to provide the public, through public access channels, with an alternative medium of communication from that of homogeneous commercial broadcast television was the focus of this study.

In 1972 the Federal Communications Commission mandated that all cable systems operating within the top 100 U. S. markets must provide a public access channel. The public access channel must be available to the public on a "first-come, first-served" basis. Public access channels have been operating in New York City since 1970 because of local franchise arrangements required by the city. This study sought to analyze public access channel programming in New York City by determining the objectives of the FCC in requiring public access channel programming and then surveying cable television subscribers to determine to what extent the objectives were being met from an audience perspective. The final portion of the study developed policy recommendations for the future development of the concept of public access.

The investigator examined all public documents presented before the FCC which contributed to the FCC decision. The positions of various public interest groups were examined, as was the FCC decision itself. From this investigation five objectives of public access channel programming were isolated. They were: (1) citizen participation in community dialogue through a mass medium, (2) promotion of diversity in television programming, (3) advancement of educational and instructional television, (4) increasing informational services of local government, and (5) increasing access to the media. These objectives formed the basis for the development of a survey instrument with which to ascertain the reaction of cable subscribers to public access channel programming.

A telephone survey of over 400 subscribers to Manhattan Cable in New York City was conducted during December of 1977. The results of the survey indicated that over one-half of subscribers were aware of the concept of public access, one-third of subscribers viewed public access programming regularly, and that 15% of subscribers listed public access as a reason for subscribing to cable television. The results further indicated that cable subscribers who were aware of the concept of public access view public access programs more frequently, view more diverse types of programs, and view public access

programs for information and educational reasons in addition to entertainment reasons in higher percentages that typical subscribers not involved in the concept of public access.

A comparison of the survey results with the objectives of public access programming indicated that the objectives were being met to a substantial extent from the perspective of cable television subscribers. On the basis of the results, the investigator made the following recommendations for the future development of cable television public access policy: (1) To the extent permitted by its enabling statute, the FCC should encourage and enforce the present access requirements on a nationwide basis, but (2) That additional regulations pertaining to the further expansion of public access policy by the FCC are neither necessary nor desirable. The study concluded that, in a limited sense, public access policy has provided the individual citizen with a viable alternative to the monolithic power of broadcast television.

APPLICATIONS OF COGNITIVE STYLE AS A PREDICTOR OF RECALL, INFORMATION SALIENCE, AND ATTITUDES TOWARD TELEVISION COMMERCIALS Order No. 7911151

HADLEY, Roger Henderson, Ph.D. The University of Oklahoma, 1978. 147pp. Major Professor: Dr. Lynda Lee Kaid

It is the proposal of this study to explore a number of different possible relationships between cognitive style and various cognitive and affective reactions to television commercials. The concept of cognitive style in this investigation seeks to describe individuals in terms of such variables as preference for visual or auditory symbols, willingness to accept the influence of family figures or peers, and preferences for different modes of mental processing in order to derive meaning.

Specifically, the study attempted to compare major and minor cognitive style orientations of theoretical visual linguistic, theoretical auditory linguistic, and qualitative visual for differences in information recall, identification of salient issues, and attitude toward a series of political television commercials. The results failed to indicate that subjects with a major cognitive style orientation recalled more information or identified more salient issues than did subjects with a minor cognitive style orientation from a television commercial which reflected the same cognitive style orientation. The results of the study did provide evidence that cognitive style is not related to attitude preference. The findings indicate that the relationship of cognitive style and response to television messages is still exploratory which deserves the attention of additional research in mass communication.

REMEDIAL ALTERNATIVES AND LEGAL CHALLENGES TO DISCRIMINATORY TELEVISION ADVERTISING Order No. 7901519

HOFFMAN, Mark Leslie, Ph.D. Case Western Reserve University, 1978. 98pp.

This paper is a review of the available legal and quasi-legal remedies to television advertising which are available to a minority or special interest group. An analysis of the available research and literature as to the prevalence and effects of sex discrimination was used as a vehicle to demonstrate the alternatives available in any challenge to television advertising and to evaluate the procedures and effectiveness of each alternative.

Television is universally recognized as the most prevalent of the mass media in terms of numbers of persons exposed to it on a regular basis. The studies reviewed concluded that television advertisements overwhelmingly portray women as secondary or subservient to men in virtually all situations and activities. Women are thus stereotyped into roles which only reflect a very small portion of their current status in society.

Considering the extensive exposure to television of most of the population, many behavior theorists have hypothesized that television's capacity to teach or reinforce makes it one of the strongest influencing facts in the socialization process. The sexually biased advertisements found on television thus may cause significant behavior learning of sexual stereotypes which are contrary and perhaps detrimental to the actual societal status of women.

Remedial legal alternatives available to women and others objecting to television advertisements include the administrative processes at the Federal Communications Commission (F.C.C.) and the Federal Trade Commission (F.T.C.) and federal civil rights laws. Many F.C.C. complaints formerly were examined within the framework of the fairness doctrine. The fairness doctrine, an operating requirement imposed on broadcasters by the federal government, requires broadcasters to air controversial issues of public importance and to broadcast differing views on these issues. In 1974, the F.C.C. exempted standard product advertisements, the vast majority of commercials, from the doctrine. In addition, the U.S. Supreme Court has given First Amendment protection to this type of advertising.

Even without the fairness doctrine, complaints and license challenges may still be filed with the F.C.C. and women's rights groups have on occasion been remarkably successful.

The F.T.C. is empowered to regulate against deceptive or misleading advertisements. Although in order to exercise its authority the nature of a product must be deceptive and not merely the context it is advertised in, recent expansionist trends at the F.T.C. indicate a possible widening of its role to include broad social reform.

This study concluded that community based action using the F.C.C. complaint process as a pressure point is the most effective remedial approach. By forming a unified coalition of women's rights political groups in a television station's broadcast area, sufficient economic and political pressure can be brought upon a television licensee to force it to make changes in its broadcasting policy. These changes are typically reduced to written broadcasting policy reform agreements between individual television licensees and the coalition seeking changes in the portrayal of women in television advertising and are filed with the F.C.C. Although there is sufficient law and theory to continue to pursue other remedies, substantial policy changes in the administrative agencies and the courts must occur before corrective government action will be available.

DEVELOPMENTAL ASPECTS OF CHILDREN'S IMPRESSION FORMATIONS OF TELEVISION CHARACTERS Order No. 7912023

HONG, Kisun, Ph.D. University of Minnesota, 1978. 216pp.

This study examined the impressions children form of television characters. The key question was whether children of different ages and sexes form different types of impressions.

Guided by Piaget's theoretical framework, this study analyzed differences in children's impression formation at the concrete and formal operational stages. Children's free descriptions of their favorite TV characters were discussed in terms of differences in their organization, accuracy, and abstraction levels.

In order to operationalize the developmental constructs of interest, particularly those which deal with differences between the concrete and formal operational stages, three age groups of children--second, fifth, and eighth graders--were sampled.

The level of abstraction contained in each child's description was determined by examining the number of assertions the child made about physical/social identity, general behavior, and personal traits of characters.

The data suggested a developmental shift toward increased use of personal trait assertions. This shift was most apparent between the fifth (concrete operational stage) and eighth (formal operational stage) grades, especially among girls.

The degree of organization in children's character descriptions was determined by examining the overall scheme that each child used in describing them. The basis for judging the degree of organization was the presence of a semantic relationship between two or more assertions in the description. Semantic relationships were categorized in terms of whether they represented an evidentiary/attributional, conditional, or causal link between two or more assertions.

The data suggested that the degree of organization increases with age, the shift being most marked between the fifth and eighth grades. Also, girls' impressions become more organized than boys between these periods.

In addition to this categorization of semantic relationships, sequential assertion patterns were also identified. We identified three dimensions on which the organization of impressions differed. These were: length of the description; different abstraction level assertion sequences; and the abstraction level of the initial assertion.

There were no age-related differences in the length of descriptions or sequential combinations of different assertion abstraction level. However, eighth graders tended to start their descriptions with personal trait assertions, which represent a high level of abstraction, more often than the second and fifth graders.

According to our data, with age, children make increasingly abstract and organized character impressions. This change is especially pronounced between the fifth and eighth grades, supporting our hypotheses based on Piagetian cognitive developmental theory.

With regard to sex differences, this study suggests that girls experience relatively clear developmental changes in their verbal descriptions of TV characters between the fifth and eighth grades. These sex differences may be due to the different social expectations which are placed on boys and girls and their subsequent adjustment to these.

The accuracy of descriptions was determined by assessing how accurately each child estimated the ratio between characters' pro-social and aggressive behaviors. The level of accuracy was defined as the difference between the children's estimates and pro-social/aggressive ratio values which were computed by means of program content analyses. With the exception of the second grade boys, all of the children shared similar accuracy levels.

With age, however, children (especially girls) tended to evaluate TV characters as being more aggressive. Also, with age, perceptual biases due to liking of characters decreased: this shift was most apparent between the fifth and eighth grades. This implies that stage-like developmental changes also occurred in the children's perceptual biases due to their liking of TV characters.

This study suggests that children's information processing of TV character attributes depends on the cognitive apparatus they bring to the TV viewing situation and that their images of characters vary considerably depending on these cognitive structures.

PUBLIC RADIO IN COLORADO: A DESCRIPTIVE STUDY WITH RECOMMENDATIONS FOR FUTURE GROWTH AND DEVELOPMENT Order No. 7902832

HURT, William Earl, Ed.D. University of Northern Colorado, 1978. 315pp.

Statement of the Problem

While the majority of the states in the United States are allocating state funds to public broadcasting, Colorado is not part of the national trend. This is due, in part, to the lack of a "master plan" for the development of public broadcasting in the state. This study forms a base for such a plan, informing the interested reader and the Colorado Legislature about public radio, offering justification for state financial assistance for public radio, and recommending a system and method of state financial assistance for public radio. The future of public broadcasting in Colorado will probably depend on some financial assistance from the state government.

Procedure and Method

Between April and September, 1977, surveys were distributed by mail to public radio stations in the United States. In addition interviews were arranged with city government and public radio station officials in Colorado. The data gathered in these surveys and interviews provided the base of discussion for this study.

A review of current literature plus the author's own knowledge of the subject complemented the main body of the text.

Results

The findings indicate only 48 percent of Colorado's population can receive full-service public radio while comparatively approximately 70 percent of the United States population can receive this service. Also, public and commercial radio can coexist in a community by complementing and supplementing one another. City officials indicated a need for public radio since it benefits everyone, especially minority interests.

Colorado could afford public broadcasting based on the state's economic growth and population tax base. Operation of a full-service public radio station one year would cost each Colorado citizen approximately three cents per station. Existing stations currently receive most funding from non-state and less than stable sources. To maintain these stations, as well as expand the number of stations to serve all Colorado citizens, funding must be secured from a variety of sources, including the state. Stability and service to the public by improving "quality of life" are the basic arguments supporting the use of state monies for public broadcasting.

Conclusions

The conclusions of this study were short and long range recommendations for the Colorado Legislature based on the data gathered.

The short range recommendations included establishing a state commission or agency, representing all areas of Colorado and public broadcasting entities, to coordinate the financing and development of public radio. This commission or agency would receive, screen, and analyze funding requests from all applicants with recommendations for direct funding to the licensees from the Joint Budget Committee. Recommendations also included establishing of minimum criteria for stations eligible to receive state financial assistance and providing interim funding to existing full-service radio stations while the commission or agency is formed.

Several long range recommendations were made for the years 1979 through 1984. The state should complete an engineering study for state coverage which includes a Federal Communications Commission application for increasing power of existing stations. Joint production facilities should be established for broadcasting events that have statewide interests. Existing stations should become interconnected and translators or new stations activated to provide statewide coverage. FM Sub-carrier Subsidiary Communications Authorization service for special interest needs should be established. Finally, the current master plan should be evaluated and a new plan prepared for the years following 1984.

These recommendations establish a base system for coordination of state activities in public radio. State support would then be given only to stations demonstrating that they are providing educational, informational, and cultural services to their communities. Future growth of public radio could then be realistically developed.

TELEVISION'S CONTRIBUTION TO YOUNG PEOPLE'S CONCEPTIONS ABOUT OCCUPATIONS Order No. 7908749

JEFFRIES-FOX, Suzanne Kuulei, Ph.D. University of Pennsylvania, 1978. 283pp. Supervisor: Larry P. Gross

Statement of Problem

This study investigates television's contribution to occupational socialization through an examination of young people's developing conceptions about six medical and law-enforcement occupations. The study seeks to answer two research questions. First, does television appear to be making a contribution of any importance to young people's conceptions about occupational roles? Second, does television make a distinct contribution, or is it merely reiterating or reinforcing ideas that are presented through other sources?

Procedure and Methods

In personal interviews 216 junior-high-school students were asked what they know and their sources of knowledge about six occupations: police officers, lawyers, judges, doctors, para-

medics and psychiatrists. Rather than accept at face value respondents' attributions concerning from what sources certain conceptions derive, a correlational analysis was employed. Respondents' descriptions of the occupations were correlated with their assessment of whether television provided any knowledge at all about that occupation: Statistical procedures partialled out effects of social factors and sources of knowledge other than television.

Findings

Respondents spend more of their waking time watching television than doing anything else, prefer fiction to any other format, and frequently talk about television programs. For all occupations investigated, television is by far the most frequently-cited source of knowledge. The most prevalent stereotypes about the law enforcement occupations are consistent almost entirely with television portrayals: This was less so for the medical occupations.

Exposure to large amounts of television was found to cultivate ways of understanding and describing the world that are consistent with conventional interpretations of social reality. The independent influence of exposure to television portrayals of particular occupations is most pervasive and strongest for those occupations that young people learn about almost exclusively through television. Television portrayals cultivate the most widely-shared stereotypes about those jobs for which they are the main source of information, and less widely-shared stereotypes about occupations for which television is one source among others.

Television's influence on conceptions was found to be strong in three areas related to the entertainment context of television portrayals: understanding of an emotional/intellectual dimension to a job, knowledge about personal characteristics of job incumbents, and broad definitions of the work. Television's influence is less strong for aspects of jobs that are more equally accessible through television drama and through real-life encounters: attributes of the job itself, behaviors the job demands of its incumbents, and visually-linked stereotypes about demographic characteristics of job incumbents.

Television's effects on stereotypes appear to operate within the framework laid by sex-role socialization. While both boys and girls who have seen television portrayals are more likely than the others to understand psychological demands of the jobs, television cultivates framing these demands in intellectual terms among boys and in emotional terms among girls. Exposure to portrayals cultivates an appreciation of money and work hours in boys, but not in girls.

Conclusions

Television does appear to be making an important and distinct contribution to young people's conceptions about occupational roles. The context of television portrayals, i.e., narrative fiction, shapes the social reality of viewers. Young people learn not only the specific information about jobs but also the dimensions in which social reality should be understood.

Since many television-derived images cannot easily be disconfirmed through day-to-day experience, these aspects of occupational stereotypes may go unchallenged. Beliefs derived from television may bias interpretations of information from other sources, in that new information must be assimilated into an already existing stereotype. Further, knowledge gained through television may have long-range effects by providing the basis for interaction.

THE PERCEIVED SOCIAL CLASS AND PUBLIC TELEVISION USE: A STUDY OF THE EFFECT OF CULTURAL REFERENCE GROUPS ON AUDIENCE BEHAVIOR
Order No. 7909775

LICHTENSTEIN, Allen, Ph.D. The Florida State University, 1978. 138pp. Major Professor: David J. LeRoy

The relationship between people's self perceived social class and their use of public television is analyzed in this study. Perceived social class is the individual's subjective view of his own class standing. It was hypothesized that people with a high class self image would be more likely to watch public television than those with a different view of themselves.

The theoretical base of this study comes from the uses and gratifications perspective of media research and from reference group theory. Uses and gratifications approaches media research by searching for the reasons that people choose certain media. Reference group theory looks to the groups to which a person psychologically aligns himself. According to reference group theory, an individual will adopt the attitudes, tastes and behaviors of those groups. He does this to reinforce his identification with them.

A synthesis of these two approaches states that one motivation for media choices is to reinforce reference group affiliation. Public television is associated with higher class people. One motivation for public television viewing is to reinforce an individual's feelings of being part of this group.

The relationship between people's subjective perceptions of their social class and their use of public television was explored in a survey conducted in Tallahassee, Florida. The respondents were asked about their public television habits. They also rated themselves on how they view their own social class standing. In addition, they were asked to state their feelings about the major determinant of social class.

The data were analyzed through a series of two stage discriminant analyses procedures. The purpose of this process was to see how demographic and perceived social class variables could discriminate between viewers and non-viewers of certain types of public television programs. In the first stage, the demographic variables were entered into the equation. The perceived social class variables were entered in a stepwise procedure during stage two of the discriminant analyses.

The results indicate a certain perceived social class element involved with public television viewing. By itself, having a high class self image shows little ability to discriminate between viewers and non-viewers of public television. However, when the major determinant for making social class judgments is also taken into account, a pattern emerges where having a high class self image based on a particular criterion shows an association with viewing a particular type of public television program. Having a high class self image based on education is associated with viewing cultural programs; a high class self image based on economic factors, with viewing information shows; and having a high class self image based on personal values, with watching public affairs programs on public television. Thus, while the basic hypothesis of this study was supported, the results indicate a more complex phenomenon than originally thought.

MASS MEDIA AND NATIONAL DEVELOPMENT IN CHINA
Order No. 7823075

LIN, Nien-sheng, Ph.D. The University of Wisconsin–Madison, 1978. 215pp. Supervisor: Professor Don R. Le Duc

This dissertation attempts to analyse the history and development of mass communications in modern China with particular emphasis on the character and effects of modern China's approach to national development after 1949. The work begins with a study of the effects and character of mass communication systems introduced by foreign inventors before 1949, particularly radio communications, the press and motion pictures. These early efforts are then compared to those initiated by the communist state from 1949 to the present.

By relying on the initiative of the masses rather than individual economic adventurers, by relying on the "capital of human effort" rather than foreign credits and monetary aid, and finally by emphasizing self-reliance and localism rather than centralization of efforts, modern China is shown to provide a distinctly unique, and essentially non-Western, approach to the development of a mass communication system.

HISTORY AND DEVELOPMENT OF CABLE TELEVISION IN BALTIMORE COUNTY, MARYLAND Order No. 7906755

McCLEARY, Robert Francis, Ph.D. Ohio University, 1978. 406pp. Director of Dissertation: Dr. Roderick D. Rightmire

In 1972, The Federal Communications Commission adopted the Third Report and Order which had the effect of establishing a three-tiered level of authority over the cable television industry, and formally opened the major television markets to full cable development. While the federal agency retained most of the regulatory authority, it delegated to the respective states and local governments the imposing obligations of drafting franchises, implementing the franchising process, determining the quality of services rendered and establishing subscriber rates. In order to monitor the performance of state and local authorities and to maintain the integrity of the federal regulations, the Commission provided for a certification procedure.

The purpose of this study is to examine a timely and substantial franchising procedure in a major television market to see how the governing body approaches its regulatory obligations and whether its efforts prove or disprove the wisdom and practicality of the FCC's shared system of authority over cable television. A secondary goal of the study is to document how major cable companies approach the introduction of CATV into major broadcasting markets.

An historical examination of the franchising process that took place in Baltimore County, Maryland, from December of 1971 to April of 1975, was conducted. Although portions of the county were within several television coverage zones, the County Council viewed the six hundred square mile area as one incorporated community subject to a single cable franchise. Newspaper articles and trade publications were used to develop a framework for the study. Examination of letters, interoffice memoranda, proposed and adopted legislation, franchise applications, advisor reports and public hearing transcripts provided primary source material for the study. In addition, an examination of the documents filed before the FCC relating to the application for the certificate of compliance, was conducted to complete the case study.

It is concluded that the Baltimore County Council, acting as the sole legislative body for the incorporated jurisdiction, drafted an acceptable franchise ordinance that met the needs of the county residents. Borrowing from several model franchises and a critically praised ordinance drafted for Arlington, Virginia, the County Council compiled an ordinance that encompassed what was considered to be the best of each document.

It is further concluded that the County Council possessed the capacity to conduct a proper and thorough franchise proceeding. In spite of its capability, however, the council erred by failing to properly anticipate the size and scope of the task it had obligated itself to complete. Unrealistic deadlines and restrictive schedules, in part prompted by the threat of state preemption over cable franchising, contributed to an inefficient and, at times, exasperating proceeding.

The study also reveals that the County Council made a satisfactory selection from among the applicants, based upon qualitative criteria that were relevant to the council's frame of reference. While all applicants met the minimum quantitative qualifications, only two companies performed ascertainment surveys and offered substantial local programming proposals. Of the two noted companies, only one offered true local control over the cable system.

From the evidence examined, it is concluded that the County Council did not show favoritism toward any one applicant. Because of the number of politically influential residents that were associated with the various cable companies, the council made a concerted effort to render an objective decision.

It is finally concluded that although Baltimore County fulfilled its franchising obligations, the FCC failed to execute its responsibilities in an effective manner. A time-consuming effort to gain Commission certification transpired because the FCC misled several cable companies and the County Council and made no effort to correct the misunderstanding until a certificate was applied for.

THE LANGUAGE OF THE SATURDAY MORNING GHETTO: A CONTENT ANALYSIS OF THE VERBAL ENVIRONMENT AND VERBAL AGGRESSION IN SATURDAY MORNING PROGRAMMING Order No. 7903073

MCCORKLE, Suzanne, Ph.D. University of Colorado at Boulder, 1978. 287pp. Director: Professor Harold Hill

The potential effects of television as a socializer of children is a matter of current concern. This study examined arguments concerning television's potential effects, presented an argument for the analysis of television's verbal dimensions, and content analyzed five hours of Saturday morning programs. Analysis was focused to answer questions concerning the verbal environment in Saturday morning programming. Three content analysis tools were developed to measure (1) general context features and character attributes, (2) the occurrence of supportive or defensive communication, and (3) various other categories of verbal responses. Computerized concordances also were produced to create a vocabulary of the Saturday morning viewing hours.

The Saturday morning verbal environment was found to be characterized by language which described informed, or instructed. Several common stereotypes were reinforced. Exhibited language generally was not aggressive, although a tendency emerged for characters to adopt defensive and personally attacking postures. Men spoke more than women, but women showed more diversity in the types of verbal responses utilized.

THE INFLUENCE OF TELEVISION ON THE READINESS AND POTENTIAL LITERACY OF PRE-SCHOOL CHILDREN Order No. 7912698

MacKINNON, Colin Frederick, Ed.D. University of Massachusetts, 1979. 164pp. Director: Reginald Damerell

Methods of transmitting information to the public have changed in the past twenty-five years; the utility of reading and writing has also changed. The published decline of SAT scores, the difficulty of teaching reading and writing to young children, the concern about accountability in public schools, and the widespread impact of television viewing on our society provide subjective evidence of these changes.

The pre-school readiness scores of two hundred pre-school children from a rural community were compared to the number of hours of daily television viewing reported by parents during a pre-school interview as one means of establishing the relationship between television viewing and its possible influence on the reading readiness of pre-schoolers. The areas of readiness assessed were fine-motor, gross-motor, perceptual-motor, and personal-social domains. (The language development of the pre-schoolers was not addressed in this study.) Anecdotal evidence from the writer's experiences, field observation in a rural school, as well as curricular guidelines were offered against a background description of an overview of literacy and growth of non-print media.

Although no significant effect of television viewing was established as a result of this study (Significance was determined by a score greater or less than one standard deviation from the mean in sub-test as well as total test scores), the depression of fine-motor, gross-motor, and personal-social scores among children viewing more than two hours of television daily was noted, as was the overall effect of television experiences on the readiness of those sampled.

The study concludes that the kinds of activity choices available in the homes of pre-schoolers can affect the child's readiness to read if the dominant activity is television viewing. There must be a balance between television viewing and skill building activities in the psychomotor domains. Even though the study shows that television does offer a slight benefit in the perceptual-motor area, it fails to provide readiness experiences in the other psychomotor areas.

The study recommends that parents and educators be more cautious about the demands which television makes on the time of pre-schoolers. Where possible, parents are encouraged to make conscious decisions about their children's discretionary time. Educators are encouraged to assess the affect of the process of television viewing on the readiness of pre-school children.

TELEVISION AND SOCIALIZATION ON PROSOCIAL AND ANTISOCIAL BEHAVIOR Order No. 7900726

MILLER, Matthew Mark, Ph.D. Michigan State University, 1978. 167pp.

This research examined effects of television exposure and identification with television characters on children's performance of prosocial and antisocial behaviors. The prosocial behaviors considered were altruism, affection, and self-expression; the antisocial behaviors considered were verbal aggression and physical aggression.

Past research concerning effects of television on children focused on the impact of specific televised behaviors on performance of the same behaviors. While this research considered such direct linkages, attention was also paid to "crossed effects," i.e., effects of prosocial television on antisocial behavior, and of antisocial television on prosocial behavior.

Reasoning from mediational-stimulus contiguity theory, 14 hypotheses were derived concerning direct effects, crossed effects, and interaction effects of television exposure and of identification with television characters.

A questionnaire was administered to 721 fourth, sixth, and eighth graders to gather data on their exposure to 15 selected television programs, their identification with 16 selected television characters, and their own performance of specific social behaviors.

Multiple-item indexes were constructed as indicators of the respondents' performance of the specific behaviors. Data derived from content analysis of the selected programs and of the programs in which the selected characters appeared were used to weight the exposure and identification measured to form indexes.

All indexes were related to sex and grade and the effects of these variables were statistically controlled in the subsequent analysis. Modest, but positive and significant, correlations were found between exposure to and performance of each of the specific behaviors supporting the direct effects hypotheses. However, contrary to the crossed effects hypotheses, positive correlations were found between prosocial exposure and antisocial behavior and antisocial exposure and prosocial behavior.

The direct effects hypotheses for identification were supported only with reference to expression and physical aggression. The crossed effects hypotheses for identification were not supported with the appropriate correlations being either positive or non-significant.

Tests of the interaction hypotheses revealed that the antisocial exposure-behavior correlations were lowest when prosocial exposure was high. However, the prosocial exposure-behavior correlations were not systematically affected by levels of antisocial exposure. Prosocial and antisocial identification did not alter one another's effects.

It was hypothesized that identification with characters who performed specific types of behavior would enhance the effects of exposure to the same behavior. The highest prosocial exposure-behavior correlations did occur at the highest levels of prosocial identification; however, the relationship was markedly curvilinear. The exposure-behavior correlations were relatively high at the lowest levels of identification, and were near zero at middle levels of identification. The interactions of antisocial exposure and identification were less systematic with the highest exposure-behavior correlations occurring at moderately-high levels of identification for verbal aggression, and at lowest levels of identification for physical aggression.

The findings suggest multiple processes may account for the effects of both exposure and identification. Television exposure appears to lead not only to imitation, but also to heightened arousal which, in turn, increases levels of all behaviors. Identification appears to operate through one process among children who want to be like television characters and through a distinctly different process among children who deny wanting to be like television characters.

THE INFLUENCE OF THE STRUCTURAL CHARACTERISTICS OF THE TELEVISION IMAGE ON HUMAN COMMUNICATION IN INTERACTIVE TELEVISION Order No. 7911259

PARK, Ben Kimball, Ph.D. New York University, 1978. 306pp. Chairman: Professor Neil Postman

Interactive Television (IATV) is a communication environment in which distant participants see and hear each other via two-way television pictures and sounds. Since the early 1960's, IATV has shown promise in health care, education, and other fields when distance, maldistribution of human resources, or disability has made communication difficult.

The present study is based on two assumptions:

1. That conditions of communication in IATV are defined in terms of communication experience in face-to-face environments, the only previous environments providing synchronous sights and sounds among interactors.
2. That interactors using IATV depend on the structural characteristics of television images both to present their selves and to glean information of those with whom they are interacting.

Precisely-describable structural characteristics of television's two-dimensional imagen were identified:

1. Separation (discrimination of edges, shapes, etc.)
2. Color (from all-spectrum white to achromatic black)
3. Frame (the arbitrary surround of the image)
4. Perspective (principally the lens's central perspective)
5. Focus (related to depth of field)
6. Motion (of both frame and contents)
7. Editing (principally change in point of view)
8. Relative Time (single or multiple layers of past)
9. Synchronous Time (present tense, "live", Now)

The first eight characteristics were defined as deriving from precursor imaging technologies (drawing, painting, prints, photography, cinema.) Synchronous time in images is unique to television technology.

Imaging functions of the structural characteristics were reviewed from the perspectives of psychology of perception, philosophy of art, and cinema.

Conditions brought to IATV from the experience of face-to-face interaction were adduced from the work of Erving Goffman:

a. Boundaries evident to sight and hearing
b. Copresence of the transactors
c. Open lines of seeing and hearing
d. Facilitation of synchronous feedback
e. Richness of information flow
f. Opportunity for closure, all-encompassing engagement
g. Opportunity both to send and receive
h. Consistent visual orientation
i. Ability to send embodied linguistic and expressive messages
j. Ability to receive embodied messages.
k. Ability to initiate encounters by looks, gestures, speech
l. Ability to take leave
m. Ability to present selves in appropriate roles
n. Ability to engage in aways (reveries, brown studies, reflections)

After preliminary observations, forty-two hours of transactions were observed in an IATV system based on cable television in Reading, Pennsylvania. Behaviors related to structural characteristics were noted. Each note was examined for its involvement with the above conditions. Each concurrence of a characteristic with a condition was described and designated a characteristic/condition (c/c) pair. 194 Pairs were described.

1. Separation was chiefly associated with communication difficulties arising from correctable technical faults.

2. Color was infrequently referred to in this monochrome system.
3. Frame was associated with adaptations of traditional behaviors and newly-learned behaviors particular to IATV.
4. Perspective related to upstaging and blocking problems.
5. Focus was infrequently either problem or enhancement.
6. Motions all were associated with camera movements.
7. Editing was associated with enhancement of several conditions, all related to its positive statement of change of place.
8. Relative time was in conflict with interaction except where past actions could be combined with present ones.
9. Synchronous time was pervasively associated with all conditions and is described as the temporal component which makes the illusion of eye-contact possible in IATV.

ATTITUDES OF THE TEXAS FILM INDUSTRY TOWARD FILM STUDIES CURRICULUM IN TEXAS INSTITUTIONS OF HIGHER LEARNING Order No. 7824665

POTTER, Paul Eugene, Ph.D. North Texas State University, 1978. 236pp.

The problem with which this investigation is concerned is the ascertainment of the attitudes of members of the Texas film industry toward the film curriculum offered in Texas institutions of higher learning.

A review of the history of film as a course of study in the United States was obtained from an extensive search of the literature. Chapter II presents the data on the history and development of film studies as a system of education.

The current composition of film studies in Texas was determined by contacting the persons most closely associated with the existent programs specifically identified to prepare students for entry into professional film occupations. The composition of film-studies curriculum in Texas institutions of higher learning is recorded in Chapter III.

A questionnaire was developed to obtain data determining the current attitudes of professional members of the Texas film industry. The questionnaire was submitted to a panel of distinguished judges. These experts were asked to respond to the clarity of directions for the questionnaire and the pertinence of the questions. Suggestions from the panel were incorporated into the questionnaire before preparation and distribution. The questionnaire was sent to two-hundred members of the Texas film industry chosen randomly from the 1977 edition of the Texas Production Manual. The data reported represent fifty-seven per cent of those sampled. Treatment of the information from the questionnaire is recorded in Chapter IV.

The data generated by the procedures described in Chapters II, III and IV resulted in the development of a philosophy of education in film studies recorded in Chapter V.

A comparison of current curricula in film studies to the proposed philosophy with recommendations for modification and development of a film-studies program for the state of Texas based on the developed philosophy is recorded in Chapter VI.

An undergraduate film program was developed offering the prospective student who plans to seek a career goal of either film maker or film scholar an opportunity to develop and pursue a program leading to a Bachelor of Arts degree or a Bachelor of Science degree in Film Studies. The program consists of a university core and foundational, specialization, functional, and general education strands with an additional individually selected modular unit of a second major that more accurately supplements film knowledge, experience, and skills in order to become a master practitioner in the field of film making, or film scholarship.

Based on the findings the following conclusions have been reached.

There is not a high regard overall for film-studies programs in Texas institutions of higher learning within the film industry. This may be overcome by an interaction of the professional film community as an active participant in curriculum planning and development. Of prime consideration should be an association of film schools coordinating programs in cooperation with the Texas Film Commission.

An effective curriculum for film-studies education may be organized by utilization of learning modules. This plan would organize the learning experiences in a functional manner and would move toward involvement of a career nature.

It is recommended that an experimental program be established in an accredited university setting to test this instructional theory and the postulates underlying it. It is recommended that the postulates for this particular instructional theory be researched and identified for applicability to other disciplines. It is recommended that a graduate program be developed for film studies on the masters and doctoral level.

AN ASSESSMENT OF VARIABLES ASSOCIATED WITH TELEVISION VIEWING AND THEIR INFLUENCE ON AGGRESSIVE BEHAVIOR OF THIRD GRADE CHILDREN
Order No. 7908074

REYNOLDS, Jean Ellen, Ph.D. Southern Illinois University at Carbondale, 1978. 90pp. Major Professor: Dr. Nancy L. Quisenberry

Purpose of the Study

An avid interest in the effect of television on our society gave impetus to this study. The purpose of this investigation was to assess factors commonly associated with television viewing. Null hypotheses were tested to determine the significance of the effects of each of the following factors on aggressive behavior of third grade children: violence on television, amount of television viewed, Saturday morning cartoons, sex, socio-economic level, and family status.

Sample

The sample included 108 third grade children, 53 girls and 55 boys in attendance at Carterville, Illinois Unit #5 Schools. Different socio-economic levels were represented in three participating elementary schools within the district.

Methodology

An individual aggression index was determined by having peers evaluate each child in the classroom on eight behavior items by ranking them on a scale from 0–5. All scores on all behaviors were totaled and a mean score was obtained as each child's aggression measure. An aggression score, as rated by teachers, was determined in the same manner.

A listing of weekly television programs was constructed to give hours of viewing. Subjects were interviewed regarding the programs regularly viewed each week. A total score in hours gave the amount of viewing for one week for each child. Separate totals showed hours spent viewing cartoons on Saturday morning.

A violence rating was determined for each child by totaling the hours spent watching violent programs as measured by a combination of national violence ratings and a supplementary list obtained from opinions of a panel of raters. Other information pertinent to the study came from a questionnaire completed by parents. Socio-economic level was ascertained by using the two-factor index by Hollingshead consisting of occupational and educational factors.

Analysis of Data

The data were analyzed using multiple linear regression. A full model was developed using all independent variables considered in the study as possible contributors to aggressive behavior. Restricted models were also formed to determine the

significance contributed by each independent variable when compared to the full model. The hypotheses were tested using the .05 level of significance.

The factors considered in the study were found to be significant predictors of aggressive behavior in third grade children when considered altogether (.241, $p < .05$), but whenever assessed singly there were no significant findings. There was a correlation of .806 between the peer-rating index and the teacher-rating index whenever aggressive behavior was being assessed. Data also revealed that third grade children watch an average of 38.1 hours per week, with 3.72 hours of this time spent viewing Saturday morning cartoons.

Conclusions, Implications and Recommendations

Since none of the single factors assessed in this study was found to contribute significantly to aggressive behavior of third graders, it was concluded that other factors should be considered in future research. It may be implied from the results that such things as parental influence and other environmental contributors are important in developing children's attitudes and behavior. Further study involving longitudinal research within a child's natural environment would provide more meaning when investigating the consistency of a child's behavior over a period of time.

BROADCAST SALES TRAINING IN HIGHER EDUCATION, A NATIONAL SURVEY OF COMMERCIAL RADIO SALES MANAGERS Order No. 7912495

SMITH, George Edward, Ed.D. Northern Illinois University, 1978. 183pp.

The problem facing broadcast educators is that the traditional broadcast education program has been shown, in the opinions of some broadcasters, to be ineffective in the area of broadcast sales training. The purpose of this study was to determine whether training offered outside the traditional broadcast education program would benefit students planning to enter the field of broadcast sales upon graduation. Three hundred thirty commercial radio sales managers participated in the study.

The survey questionnaire, which achieved a return of 38.2 percent, presented respondents with a series of eight attitudinal statements concerning broadcast sales training, and a list of eighteen college course titles representing courses in broadcasting, business, and the liberal arts. The courses were evaluated in terms of the respondents' perception of value for prospective broadcast sales personnel. The attitudinal items were evaluated on a five-point Likert scale with values ranging from "Strongly agree" to "Strongly disagree."

Categories for cross-breaks and analysis included the geographic region of respondents' stations, the classifications of respondents' stations, respondents' educational level, and type of baccalaureate degree (for college graduates). These demographic variables were used in analysis of variance for all survey items.

All survey reliability checks were significant at the .001 level.

The following conclusions were drawn by the researcher as a result of the survey.

1. A college degree is not essential for a person planning a career in the field of broadcast sales.
2. Graduates of most broadcast education programs are not prepared to assume positions of responsibility in the field of broadcast sales.
3. A degree in business, management, or marketing is more valuable than a degree in broadcasting for students planning to enter the field of broadcast sales upon graduation.
4. Certain business courses should be required of students planning to enter the field of broadcast sales upon graduation.
5. Several significant relationships exist between the various demographic variables and commercial radio sales managers' attitudes concerning broadcast sales training.

Given the limited scope of this study and the limited perspective of the survey respondents, the researcher has concluded that some modification of the traditional broadcast education program might produce graduates who are better prepared for careers in broadcast sales.

Although the eighteen college courses represented offerings from broadcasting, business, and the liberal arts, the courses selected did not necessarily represent these areas in an objective manner. Therefore, any attempt to generalize from the selected courses to all courses in broadcasting, business, and the liberal arts would be inappropriate. While they may be "typical" courses from each area, they are not "average" courses from each area.

The future consideration of broadcast sales training within the broadcast education program should not force inconsistency in the stated goals of the program, department, or college. The clarification of program goals will benefit the educator, broadcaster, and student, so that each understands the strengths and weaknesses of broadcast education as it relates to broadcast sales training.

SOCIALIZATION INFLUENCES OF TELEVISION COMMERCIALS ON PRESCHOOL-AGE CHILDREN Order No. 7912417

VALDEZ, Armando, Ph.D. Stanford University, 1979. 325pp.

This study examines the long-term socialization effects of television commercials on preschool-age children. Television commercials are conceptualized as cultural artifacts and like all cultural products reflect the world-views of the sociocultural system that produces them. The socialization effects of television commercials are thus examined as a social process within the broad parameters of the entire social structure. This perspective posits concentric spheres of influence on the child. The child is seen as interacting with and being correspondingly influenced by his immediate family and by television, in that order.

This study of socialization effects of television commercials on preschool-age children consists of the following four interrelated substudies:

1. a children's exposure patterns substudy that provides an explicit profile of the television viewing habits of preschool-age children;
2. a content analysis substudy that examines the values and roles projected by the television commercials most viewed by preschool-age children;
3. a field study that explores the exposure patterns of preschoolers in their household settings to assess the role of television in preschooler households; and
4. a structural analysis of the children's television market that examines the institutional character of the broadcast and advertising industries with a focus on their economic structure.

Summary of Main Findings

The analysis of preschooler exposure patterns revealed that the majority of preschooler's viewing occurs during certain peak periods. The largest preschool audience occurs on Saturday mornings, followed by weekend evenings. Preschoolers' viewing was found to be highly correlated to the viewing patterns of their six to eleven year-old siblings. The content analysis of television commercials to which preschoolers are commonly exposed revealed that role portrayals of males and females reflected the traditional roles of male dominance and female subordinance. Imbedded in many commercial messages were the overriding emphasis on resolving problems through the consumption of goods and services. These commercials stressed the purchase of commodities as a problem-solving strategy that unequivocally led to a desirable outcome. Food ads stressed self-indulgence and immediate gratification; however, this theme was evident in ads for other products as well. The nutritional information conveyed by food ads was sparse and often bordered on deception. Consequently, preschoolers for whom television ads constitute the sole source of nutritional information may in fact be nutritional illiterates.

The field study of preschooler television households revealed a very stable and predictable pattern within each preschooler television household; however, the pattern itself was not the same across all preschooler households. A preliminary

typology of preschooler television households demonstrated that preschooler viewing patterns were a useful indicator for household viewing patterns and family structure as well. Factors such as family size and number of older siblings were reflected in the preschooler's viewing behavior. Perhaps the most important finding was a preschooler pattern which showed television viewing as an activity-surrogate rather than as a caretaker, i.e., babysitter or pacifier, as is commonly presumed.

The institutional analysis of the children's television market identifies the enormous importance of economic factors which propel the images and messages that find their way to the television screen and ultimately to the children viewers. The marketing function of television and the high levels of economic concentration were found to be the motive force and thus two defining features of the children's television market.

Conclusions

The theoretical implications of this study are that socialization effects of television must be examined and explained within the context of the viewing household and the parameters of commercial broadcasting. The basic contribution of television commercials in early childhood socialization is to provide early lessons on the capitalist consumption ethic. Reforms of children's television should be rooted in this reality.

A COMPARATIVE EFFECTS STUDY OF ADVERTISING PUFFERY: AN EXPERIMENT

Order No. 7911722

VANDEN BERGH, Bruce Gerard, Ph.D. The University of Tennessee, 1978. 160pp. Major Professor: Jack B. Haskins

The purpose of this study was to experimentally test the relative effects of advertising puffery against the effects of realistic and understated advertising messages. Hypotheses were generated from assimilation-contrast theory which predicted the effect of manipulated discrepancies between a product as depicted in the treatment advertisements and the actual product on the following dependent variables: (1) The confirmation or disconfirmation of expectations, (2) change in message evaluations, (3) change in company evaluations, (4) change in message credibility, and (5) change in intent to purchase the advertised product. Subjects' initial expectations for the advertised product before experiencing the manipulated discrepancies were also measured.

A comparative treatments laboratory experiment was executed and data gathered from 81 students attending summer session classes at The University of Tennessee, Knoxville. Subjects were randomly assigned to each of three treatment groups. One group received a puffed newspaper advertisement, one a realistic newspaper ad, and one an understated newspaper ad for a ballpoint pen. After exposure to the treatment ads, each subject rated the pen depicted in the ad on a product rating scale. Subjects also evaluated the message and sponsoring company, rated the message's credibility, and indicated intent to purchase the pen. Message and company evaluations were measured with sets of semantic scales specially developed for each item evaluated. Message credibility and intent to purchase were indicated on zero to 100 rating scales. After these procedures, all subjects were given a pen comparable in value to the one depicted in the realistic newspaper ad. Subjects were given a chance to inspect and use the pen. They were then asked if the pen was much better, better, about the same, worse, or much worse than the pen depicted in the newspaper ad. The product rating scale was administered again at this point in the experiment. Next, subjects were exposed to the treatment ads again and the message and company evaluations, message credibility rating, and intent to purchase measure repeated. Measures taken before exposure to the pen were subtracted from those taken afterward to generate change scores for each treatment group that were subsequently used in the analysis of the data.

Results reported appear to show that the use of puffery in advertising messages leads to several negative effects. The use of puffery seems to produce a discrepancy between expectations for product value and actual product value that leads to a negative change in: (1) consumer attitudes toward the message and sponsoring company, (2) message credibility, (3) and intent to purchase the product. Understatement of product value, on the other hand, seems to have a positive effect on these variables once people have used the advertised product.

The realistic message in this study produced an overall more negative effect than predicted, although this effect still fell between that produced by the puffed and understated messages.

Caution is suggested in interpreting these findings, as they only apply to the very special experimental situation created for this study and the limited population sampled. The possibility of confounding effects from the order in which treatments and measures were presented, and the repetition of measures is also duly noted.

Copies of the dissertations may be obtained by addressing your request to:

University Microfilms International
300 North Zeeb Road
Ann Arbor, Michigan 48106

or by telephoning (toll-free) 1-800-521-3042